

May 22, 2009

Registration No. 5841

Foreign Principal: American Palm Oil Council

Attached please find a letter sent to the *Chico News Review* by Prism Public Affairs on behalf of the American Palm Oil Council.

2009 MAY 22 PM 12:28  
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**Chico News Review**

**To the editor:**

A recent Q&A with 10-year old Allison Boyer (“Changing the World”, 3/19/09) focuses on the good work of one young girl to protect the environment and orangutans.

While this tremendous young activist highlights a distressing situation, the story ignores that some palm oil producing countries are doing things right. Malaysia has been working to preserve the rainforests and wildlife through strict sustainability standards, zero-burning replanting techniques, protecting species such as orangutans, and a wildlife conservation fund. In fact, Malaysian palm oil plantations have been certified by the Roundtable on Sustainable Palm Oil (RSPO), the world’s only international association formed to codify sustainable industry practices; Malaysia was the first country to have a plantation certified. The RSPO certifications are a clear statement that Malaysia is serious about sustainability.

Malaysia’s wildlife conservation fund is a \$6.4 million revolving fund dedicated to studies, efforts and initiatives in conserving wildlife and the environment. The Malaysian palm oil industry and the government provided equal funds to create the fund, and several research projects – including those that focus on orangutans – are underway.

**We should all be concerned about the issues Allison raises, which is why Malaysia’s palm oil industry is working to protect its wildlife and environment.**

**Sincerely,**

**Mohd Salleh Kassim  
Executive Director  
American Palm Oil Council  
Los Angeles**

*This communication is distributed by Prism Public Affairs on behalf of the American Palm Oil Council. Additional information is available at the Department of Justice, Washington, D.C.*



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Attached please find a letter sent to the *St. Louis Post Dispatch* by Prism Public Affairs on behalf of the American Palm Oil Council.

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St. Louis Post Dispatch

[letters@post-dispatch.com](mailto:letters@post-dispatch.com)

To the Editor:

**Malaysia's palm-oil industry often gets wrongly accused of problems elsewhere, as was the case in your article ("Global warming policies make it harder on soybean farmers", 5/12/09) that incorrectly stated, "In Malaysia...developers are swiftly converting forests into palm oil plantations for vegetable oil."**

**Malaysia has long been committed to sustainability, minimizing carbon-dioxide emissions and adopting agricultural practices that conserve the rainforests and wildlife. Every single oil palm-planted area is highly regulated and Malaysian law requires that all oil-palm plantations and farms are on legitimate agricultural land that doesn't involve recent deforestation of the country's precious rainforests. Malaysia has even launched a Palm Oil Wildlife Conservation Fund to further proposals to protect and enhance biodiversity.**

**Environmentally friendly, sustainable practices aren't only good for the world, but they make good business sense. Malaysia can't compete with other countries in available land, so the best way it can compete is through innovative and sustainable practices that take care of the land that is there, and to assure the end consumer that palm oil from Malaysia has been produced responsibly.**

**Contrary to the claims made in your article, Malaysia's palm oil industry is dedicated to preserving the environment and will continue to explore agricultural practices that protect the rainforests.**

**Sincerely,**  
Mohd Salleh Kassim  
Executive Director  
American Palm Oil Council  
Los Angeles

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Attached please find a letter sent to the *Honolulu Star-Bulletin* by Prism Public Affairs on behalf of the American Palm Oil Council.

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Honolulu Star-Bulletin

To The Editor:

A recent article (“Bill splits environmentalists”, April 28, 2009) contained false generalizations about palm oil. The article quotes an environmental activist who cautions against the use of palm oil linking its use to deforestation. But it is important to recognize that certain countries have taken steps to ensure that palm oil is produced in an environmentally responsible way.

For years Malaysia has been committed to sustainability, minimizing carbon dioxide emissions, and adopting agricultural practices that conserve the rainforests and wildlife. In fact, the major Malaysian producers of palm oil, in cooperation with the Malaysian government, have exhibited a strong commitment to zero-burning replanting techniques, protecting species such as orangutans, and the certification of palm oil from established, licensed plantations. Every single oil palm planted area is highly regulated and all oil palm plantations must be on legitimate agricultural land that does not involve recent deforestation of rainforests. Malaysia has even launched a Palm Oil Wildlife Conservation Fund to further proposals to protect and enhance biodiversity.

**Malaysia’s palm oil industry is dedicated to preserving the environment and will continue to explore agricultural practices that protect the rainforests.**

Sincerely,  
Mohd Salleh Kassim  
Executive Director  
American Palm Oil Council  
Los Angeles

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Attached please find a letter sent to the *USA Today* by Prism Public Affairs on behalf of the American Palm Oil Council.

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**USA Today**

**To The Editor:**

During a recent Q&A with Prince Charles (“Prince Charles wages ‘green’ war to protect rain forests”) he discussed the important task of tackling the problem of climate change. While he should be applauded for his significant efforts, he unfortunately makes some generalizations about palm oil that fail to recognize those countries that have taken steps to ensure that palm oil is produced in an environmentally responsible way.

For years Malaysia has been committed to sustainability, minimizing carbon dioxide emissions, and adopting agricultural practices that conserve the rainforests and wildlife. In fact, the major Malaysian producers of palm oil, in cooperation with the Malaysian government, have exhibited a strong commitment to zero-burning replanting techniques, protecting species such as orangutans, and the certification of palm oil from established, licensed plantations. Every single oil palm planted area is highly regulated and all oil palm plantations must be on legitimate agricultural land that does not involve recent deforestation of rainforests. Malaysia has even launched a Palm Oil Wildlife Conservation Fund to further proposals to protect and enhance biodiversity.

**Malaysia’s palm oil industry is dedicated to preserving the environment and will continue to explore agricultural practices that protect the rainforests.**

**Sincerely,**  
**Mohd Salleh Kassim**  
**Executive Director**  
**American Palm Oil Council**  
**Los Angeles**

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Attached please find an issue of *Global Oils & Fats Business Magazine*, which was sent to the following reporters by Prism Public Affairs on behalf of the American Palm Oil Council:

Matthew Yancey, *The Associated Press*  
Marty Rosenberg, *Energybiz Magazine*  
Geoffrey Mohan, *Los Angeles Times*  
Kristen Go, *San Francisco Chronicle*  
John Dodge, *The Olympian*  
Len Reed, *The Oregonian*  
Marc Gunther, *Fortune/CNNMoney.com*  
Sue Retka Schill, *Biomass Magazine*

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